

PERLA SANCHEZ

Senior Brand Designer with a decade of experience in the broadcast media industry, shaping cross-platform 360° campaigns across digital, broadcast, OOH, social, and experiential platforms. Passionate about branding, B2C marketing, and the U.S. Hispanic market. Bilingual and bicultural, I develop culturally fluent brand identities and campaigns that resonate with diverse audiences.

EXPERIENCE

FEB 2016 - PRESENT
NEW YORK, NY

Senior Graphic Designer / TelevisaUnivision

BRAND STRATEGY & CORPORATE MARKETING

- Casa Creator x Coca-Cola | Premios Juventud 2025 Designed the visual identity and immersive event environments, including stage graphics, interactive signage, and branded activations that amplified audience engagement and sponsor impact.
- Upfront Branding (2022–2025): Developed and executed the visual identity for TelevisaUnivision's flagship Upfront events across consecutive years. Designed campaigns that attracted 1,200+ attendees in 2024 and secured 110+ new brand partners in 2023.
- Code of Conduct Identity: Developed the visual identity system for the company's Code of Conduct, producing 60+ assets (manuals, toolkits, Integrity site) for 13,000+ employees. Partnered with senior leadership to ensure a unified, compliance-aligned design.
- Hispanic Heritage Month Campaigns (2022–2025): Designed annual visual identities for campaigns celebrating Latino culture, producing cross-platform assets that ensured cultural relevance and brand consistency.
- Majority Makers Presente: Defined the branding for a civic engagement initiative mobilizing voter registration and education within the U.S. Hispanic community. Supported high-profile events with policymakers, thought leaders, and influencers.
- Se Habla USA Platform: Built and illustrated the visual identity for a digital-first platform engaging young bilingual audiences. Designed social content that grew Instagram to 10,000+ followers in the first year and created merchandise generating \$25K+ in sales.

FEB 2020 - PRESENT
QUEENS, NY

Founder & Illustrator / PerlyBlooms

BRAND STRATEGY & CORPORATE MARKETING

- Founded an illustration brand with 1,900+ sales and a 16K+ Instagram following through targeted content strategies.
- Licensed artwork to brands including EmblemHealth, The Knot, Pela, and Capital One.
- Honored with the Hispanic Heritage Foundation's Instagram YoSoy Award for storytelling and cultural engagement.

JAN 2014 - JAN 2016
NEW YORK, NY

Freelance & Contract Design Roles

BRANDING & VISUAL DESIGN

- Created branding and marketing assets for nonprofits and academic institutions.
- Designed visuals for exhibitions, fundraisers, and concert series at BRIC.
- Built visually compelling campaigns for POV's annual appeals, hackathons, and season premieres.

EDUCATION

NEW YORK CITY COLLEGE OF TECHNOLOGY

BFA COMMUNICATIONS DESIGN
Brooklyn, NY

TECHNICAL SKILLS

ILLUSTRATOR LIGHTROOM

PHOTOSHOP INDESIGN

AFTER EFFECTS KEYNOTE

POWERPOINT WORD

CEROS FIGMA EXCEL

EXPERTISE

ART DIRECTION / BRANDING &
VISUAL IDENTITY / MULTICULTURAL
CAMPAIGNS / EXPERIENTIAL DESIGN /
DIGITAL & PRINT DESIGN / BRAND
GUIDELINES

AWARDS

Hispanic Heritage Foundation Instagram YoSoy Award

2021 CULTURAL STORYTELLING & ENGAGEMENT

Telly Awards

2019 | 2020 | 2021 | 2022 | 2023 | 2024

6 GOLDS | 12 SILVERS | 8 BRONZE

Experience Design & Tech. Award

2020 STAGE DESIGN: BRONZE

LANGUAGES

English /
FLUENT

Spanish /
FLUENT